



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Crossroads Media (1218)/055317791
Buyer MILHOAN,EMILY
Salesperson Telerep/Washington DC, Washington DC
Product (1040)
Brand ph: (555) 555-5555
Acct Types Political - Issue (1068)
Est/Headline AMERICAN CROSSROADS (109861)
Demo National/Political
Revision 690/06228186
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice 635315
Inv Date 9/30/2012
Terms Net 30
Contract 321459
Bill Type Standard
Period 8/27/2012 - 9/30/2012
CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:50:40PM

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day,Th-1	09/06/12 5:15AM (Th)	00:30		USPRTV14ACH	\$600.00	
2.0	Spot	5:00:00AM- 5:30:00	Day,W-1	09/12/12 5:23AM (We)	00:30		USPRTV14ACH	\$850.00	
3.0	Spot	5:30:00AM- 6:00:00	Day,W-1	09/05/12 5:42AM (We)	00:30		USPRTV14ACH	\$700.00	
4.0	Spot	5:30:00AM- 6:00:00	Day,F-1	09/07/12 5:51AM (Fr)	00:30		USPRTV14ACH	\$700.00	
5.0	Spot	5:30:00AM- 6:00:00	Day,Tu-1	09/11/12 5:29AM (Tu)	00:30		USPRTV14ACH	\$1100.00	
6.0	Spot	5:30:00AM- 6:00:00	Day,Th-1	09/13/12 5:53AM (Th)	00:30		USPRTV14ACH	\$1100.00	
7.0	Spot	6:00:00AM- 7:00:00	Day,M-1	09/10/12 6:55AM (Mo)	00:30		USPRTV14ACH	\$2250.00	
9.0	Spot	6:00:00AM- 7:00:00	Day,Th-1	09/06/12 6:55AM (Th)	00:30		USPRTV14ACH	\$1600.00	
10.0	Spot	7:00:00AM- 9:00:00	Day,M-1	09/10/12 7:25AM (Mo)	00:30		USPRTV14ACH	\$2250.00	
12.0	Spot	7:00:00AM- 9:00:00	Day,W-1	09/05/12 8:59AM (We)	00:30		USPRTV14ACH	\$1700.00	
13.0	Spot	7:00:00AM- 9:00:00	Day,Th-1	09/06/12 7:55AM (Th)	00:30		USPRTV14ACH	\$1700.00	
14.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1	09/11/12 8:45AM (Tu)	00:30		USPRTV14ACH	\$2250.00	
15.0	Spot	7:00:00AM- 9:00:00	Day,W-1	09/12/12 7:43AM (We)	00:30		USPRTV14ACH	\$2250.00	
16.0	Spot	7:00:00AM- 9:00:00	Day,Th-1	09/13/12 7:42AM (Th)	00:30		USPRTV14ACH	\$2250.00	
17.0	Spot	11:00:00AM-12:00:00	Day,W-1	09/05/12 10:59AM (We)	00:30		USPRTV14ACH	\$800.00	
18.0	Spot	11:00:00AM-12:00:00	Day,F-1	09/07/12 10:58AM (Fr)	00:30		USPRTV14ACH	\$800.00	
19.0	Spot	11:00:00AM-12:00:00	Day,Tu-1	09/11/12 11:34AM (Tu)	00:30		USPRTV14ACH	\$1000.00	
20.0	Spot	11:00:00AM-12:00:00	Day,Th-1	09/13/12 11:29AM (Th)	00:30		USPRTV14ACH	\$1000.00	
21.0	Spot	12:00:00PM- 1:00:00	Day,M-1	09/10/12 12:48PM (Mo)	00:30		USPRTV14ACH	\$800.00	
23.0	Spot	12:00:00PM- 1:00:00	Day,Th-1	09/06/12 12:28PM (Th)	00:30		USPRTV14ACH	\$800.00	
24.0	Spot	12:00:00PM- 1:00:00	Day,W-1	09/12/12 12:22PM (We)	00:30		USPRTV14ACH	\$1000.00	
25.0	Spot	5:00:00PM- 6:00:00	Day,W-1	09/05/12 5:13PM (We)	00:30		USPRTV14ACH	\$1900.00	
26.0	Spot	5:00:00PM- 6:00:00	Day,F-1	09/07/12 5:22PM (Fr)	00:30		USPRTV14ACH	\$1900.00	
27.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1	09/11/12 5:42PM (Tu)	00:30		USPRTV14ACH	\$2250.00	
28.0	Spot	5:00:00PM- 6:00:00	Day,Th-1	09/13/12 5:43PM (Th)	00:30		USPRTV14ACH	\$2250.00	
29.0	Spot	6:00:00PM- 7:00:00	Day,M-1	09/10/12 6:27PM (Mo)	00:30		USPRTV14ACH	\$3000.00	
31.0	Spot	6:00:00PM- 7:00:00	Day,W-1	09/05/12 6:12PM (We)	00:30		USPRTV14ACH	\$2800.00	
32.0	Spot	6:00:00PM- 7:00:00	Day,Th-1	09/06/12 6:27PM (Th)	00:30		USPRTV14ACH	\$2800.00	
33.0	Spot	6:00:00PM- 7:00:00	Day,F-1	09/07/12 6:00PM (Fr)	00:30		USPRTV14ACH	\$2800.00	
34.0	Spot	6:00:00PM- 7:00:00	Day,Tu-1	09/11/12 6:12PM (Tu)	00:30		USPRTV14ACH	\$3000.00	
35.0	Spot	6:00:00PM- 7:00:00	Day,W-1	09/12/12 6:28PM (We)	00:30		USPRTV14ACH	\$3000.00	
36.0	Spot	6:00:00PM- 7:00:00	Day,Th-1	09/13/12 6:27PM (Th)	00:30		USPRTV14ACH	\$3600.00	
37.0	Spot	7:00:00PM- 7:30:00	Day,M-1	09/10/12 7:29PM (Mo)	00:30		USPRTV14ACH	\$3600.00	
39.0	Spot	7:00:00PM- 7:30:00	Day,Th-1	09/06/12 7:29PM (Th)	00:30		USPRTV14ACH	\$3250.00	
40.0	Spot	7:00:00PM- 7:30:00	Day,W-1	09/12/12 7:14PM (We)	00:30		USPRTV14ACH	\$3600.00	
41.0	Spot	7:30:00PM- 8:00:00	Day,W-1	09/05/12 7:37PM (We)	00:30		USPRTV14ACH	\$3250.00	
42.0	Spot	7:30:00PM- 8:00:00	Day,F-1	09/07/12 7:54PM (Fr)	00:30		USPRTV14ACH	\$3250.00	
43.0	Spot	7:30:00PM- 8:00:00	Day,Tu-1	09/11/12 7:53PM (Tu)	00:30		USPRTV14ACH	\$3600.00	
44.0	Spot	7:30:00PM- 8:00:00	Day,Th-1	09/13/12 7:35PM (Th)	00:30		USPRTV14ACH	\$3600.00	



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45.0	Spot	11:00:00PM-11:35:00	Day,M-1	09/10/12 11:27PM (Mo)	00:30		USPRTV14ACH	\$2800.00	
47.0	Spot	11:00:00PM-11:35:00	Day,Th-1	09/06/12 11:45PM (Th)	00:30		USPRTV14ACH	\$1900.00	
48.0	Spot	11:35:00PM-12:05:00	Day,W-1	09/12/12 11:54PM (We)	00:30		USPRTV14ACH	\$800.00	
49.0	Spot	11:35:00PM-12:05:00	Day,F-1	09/07/12 12:03AM (Fr)	00:30		USPRTV14ACH	\$800.00	
50.0	Spot	11:35:00PM-12:05:00	Day,Tu-1	09/11/12 11:45PM (Tu)	00:30		USPRTV14ACH	\$800.00	
51.0	Spot	11:35:00PM-12:05:00	Day,Th-1	09/13/12 12:01AM (Th)	00:30		USPRTV14ACH	\$800.00	
52.0	Spot	9:00:00AM-10:00:00	Day,Sa-1	09/08/12 9:40AM (Sa)	00:30		USPRTV14ACH	\$1700.00	
53.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	09/09/12 8:40AM (Su)	00:30		USPRTV14ACH	\$850.00	
54.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	09/09/12 6:27PM (Su)	00:30		USPRTV14ACH	\$1600.00	
55.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	09/09/12 7:23PM (Su)	00:30		USPRTV14ACH	\$2500.00	
56.0	Spot	6:00:00AM- 7:00:00	Per week (1),Fr	09/14/12 6:42AM (Fr)	00:30		USPRTV14ACH	\$1600.00	
57.0	Spot	7:00:00AM- 9:00:00	Per week (1),Fr	09/14/12 8:29AM (Fr)	00:30		USPRTV14ACH	\$1700.00	
58.0	Spot	12:00:00PM- 1:00:00	Per week (1),Fr	09/14/12 12:54PM (Fr)	00:30		USPRTV14ACH	\$1000.00	
59.0	Spot	6:00:00PM- 7:00:00	Per week (1),Fr	09/14/12 6:28PM (Fr)	00:30		USPRTV14ACH	\$2800.00	
60.0	Spot	7:00:00PM- 7:30:00	Per week (1),Fr	09/14/12 7:13PM (Fr)	00:30		USPRTV14ACH	\$3250.00	
61.0	Spot	11:00:00PM-11:35:00	Per week (1),Fr	09/14/12 11:31PM (Fr)	00:30		USPRTV14ACH	\$1900.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$107,350.00
Commission (\$16,102.50)

Total Spots 55

Net Total \$91,247.50

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.